

PROMTPRESS PUBLIC REPORT

Channel audit

Marketing Cat



@marketingovij_kot

Main channel about trends & marketing in Telegram. Ads:
@olgamaksi_admin Managers: @valKych @Spiral_Yuri TelegaIn:
https://telega.in/c/+_jFVpjBouwImNmly Registered with RKN...

SUBSCRIBERS

29 865

-278 per month

ERR (% SEE POSTS)

4.0%

per day 1.9%

REACH/POST

1.1K

ad reach 564/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 29 865 —	 SUBSCRIBER REACH 3.67% avg % subs see post	 VIEWS/POST 1.1K median 1.2K · 29 days	 POSTS/WEEK 23.8 for the period
 TREND 7D -13.0% vs previous week	 REACTIONS/POST 10.0 total 998 reactions, 908 reposts, 38 comments	 POST LENGTH 350 chars. median 342 · 29 days	 POSTS ANALYZED 100 29 days
 AD REACH 564 avg over 24h	 CHURN / MONTH -278 last month	 CITATION RATE 694 citation index · 1,623 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 02.11.2022

AI EDITOR SUMMARY

Channel «Marketing Cat» – 29 865 subs. Each post averages 1.1K people (4% subs), reach is low – consider expanding audience. Publishes 24 posts per week (~3/day) – active posting. For the week of June 29 – July 5, reach dropped -13.0% to the week of June 22–28 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 100 posts over 29 days.
- 02 Dominant format — Photo (58/100 posts).
- 03 Avg post length — 350 characters (median 342).
- 04 Peak audience activity — Monday, 15:00 MSK.
- 05 Top posts get the most 2x more views than the weakest (1.5K avg for top vs 845 for worst) — among 100 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 16:15 PHOTO Sydney Sweeney posted on social media, but many doubt it's really her. Supporters suspect scammers, as...	VIEWS 1 510 REPOSTS —	REACTIONS 1 ER 5.1%
Nº2 18.06 · 06:15 VIDEO Audi unveiled new turn signals for Q7: now projecting onto the road. Activates in darkness and helps better...	VIEWS 1 466 REPOSTS 24	REACTIONS 11 ER 4.9%
Nº3 20.06 · 16:15 TEXT State Duma thinks Telegram may be unblocked in Russia after Roblox. Deputy Svintsov noted that Telegram's requirements from RKN and...	VIEWS 1 449 REPOSTS 5	REACTIONS 13 ER 4.9%

Nº4

16.06 • 18:03

PHOTO

A nettle beater... Seen it? And after this, someone still says all good business ideas are taken 😊 On marketplaces...

VIEWS

1 421

REPOSTS

29

REACTIONS

23

ER

4.8%

Nº5

14.06 • 16:15

PHOTO

At SPIEF, a real battle for Aeroflot luggage tags. Forum attendees were ready to stand in long lines to get...

VIEWS

1 420

REPOSTS

9

REACTIONS

10

ER

4.8%

WORST 3

↓ 07.07 • 07:01 PHOTO

Employees noticed that changing office chairs sometimes leads to serious life changes. Someone goes on maternity leave, someone quits, and...

VIEWS

852

REPOSTS

4

REACTIONS

6

ER

2.9%

↓ 06.07 • 07:00 PHOTO

AI continues to actively integrate into various fields, questioning the need for human...

VIEWS

842

REPOSTS

1

REACTIONS

6

ER

2.8%

↓ 06.07 • 09:07 PHOTO

🔍 Clear work on the task, but what a blunder! A well-known brand faced a problem in a marketing campaign, which caused...

VIEWS

842

REPOSTS

—

REACTIONS

3

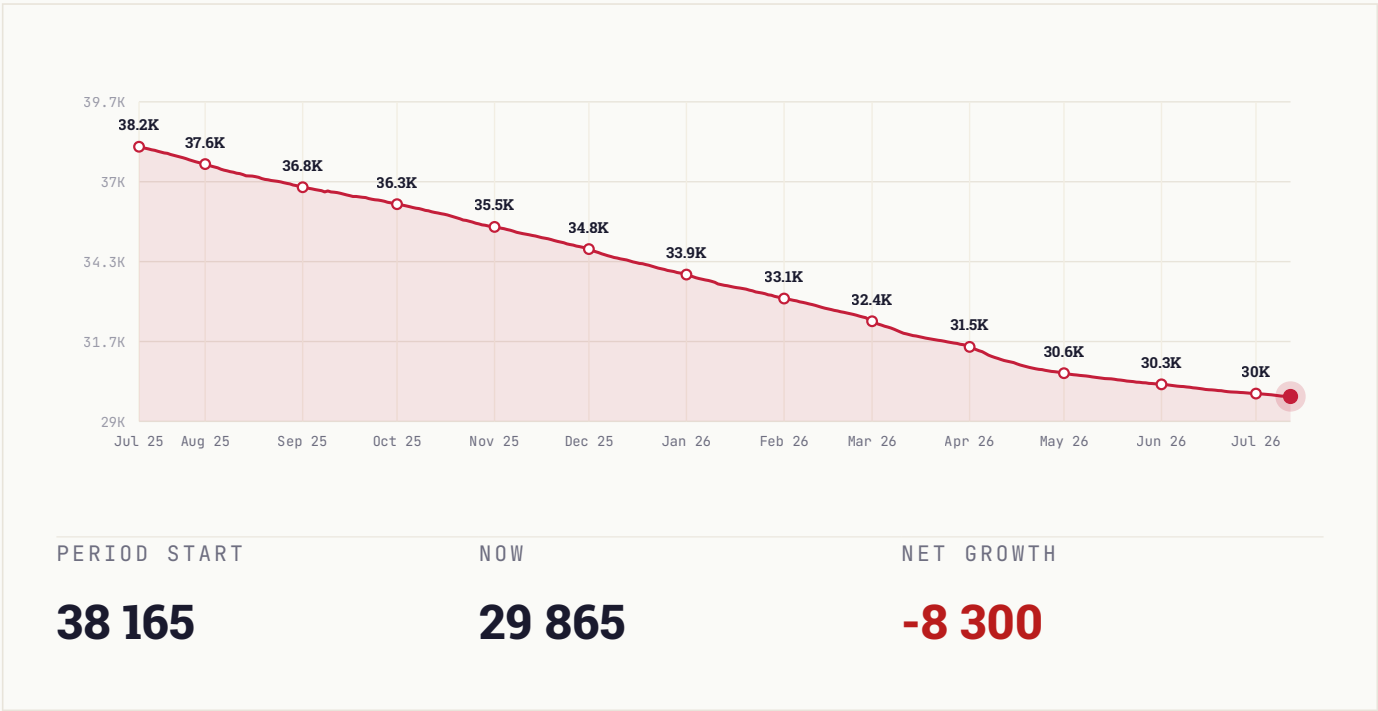
ER

2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.

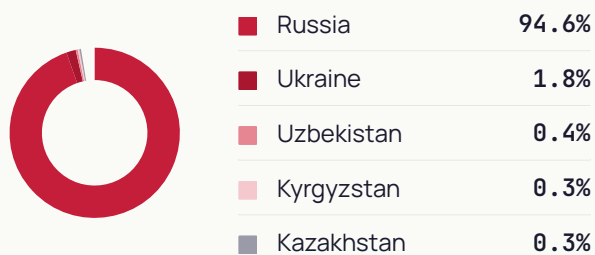


SECTION 04 • CITATIONS

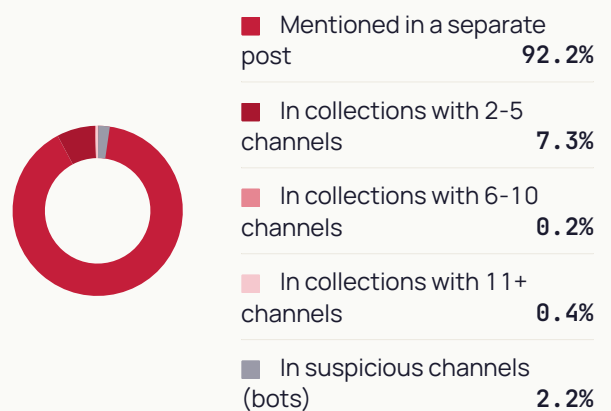
Who mentions the channel and how

Citation index **694** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 623** different channels.

COUNTRIES MENTIONING YOU



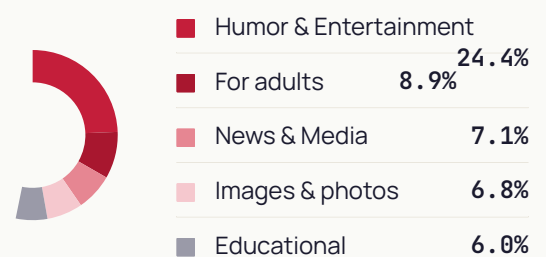
MENTION FORMAT



SIZE OF CHANNELS MENTIONING YOU



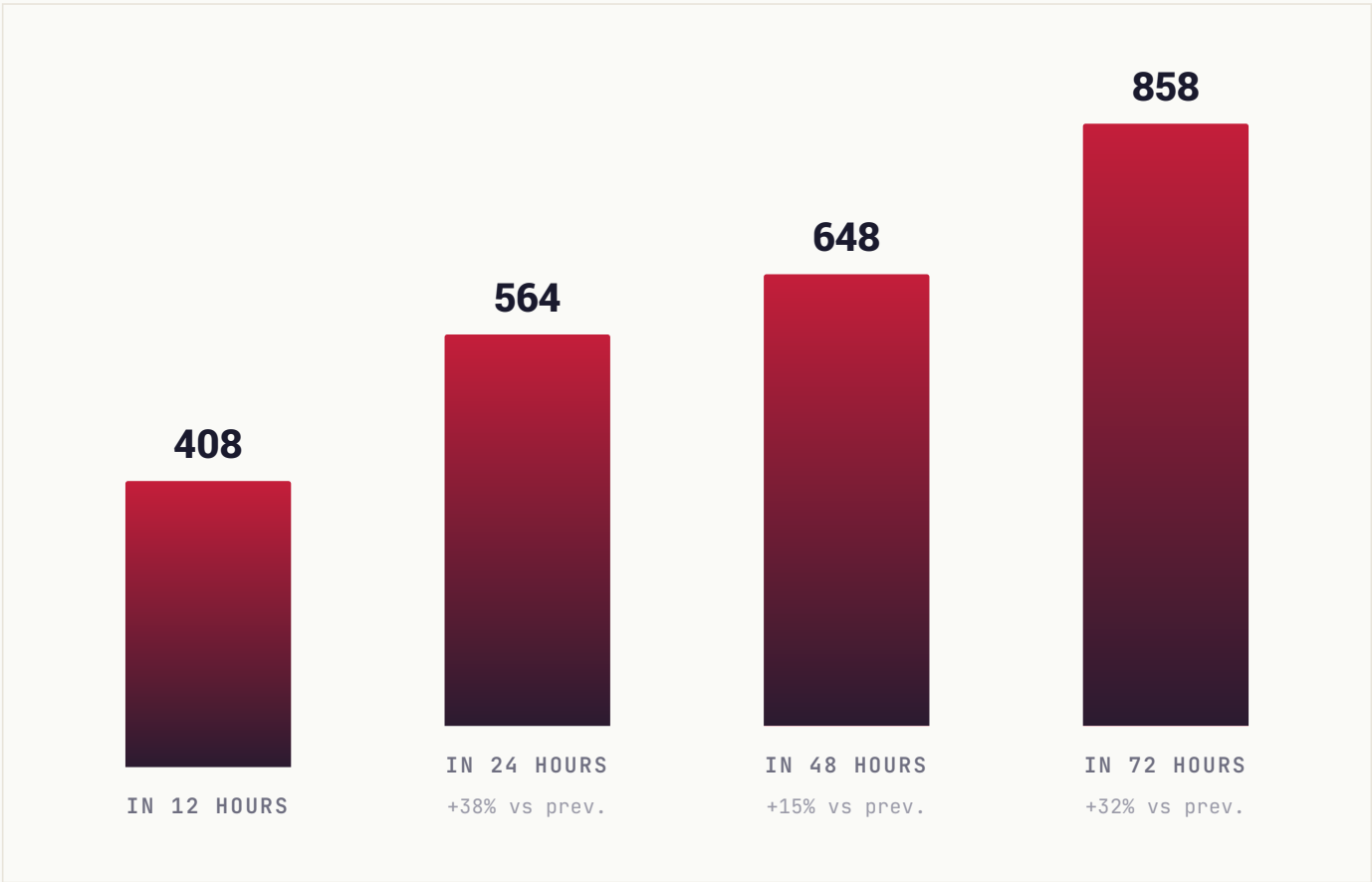
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
Today Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
Now Trending today	1M
TV Trend or leave	990K
MK Marketing Cat YOU	29.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

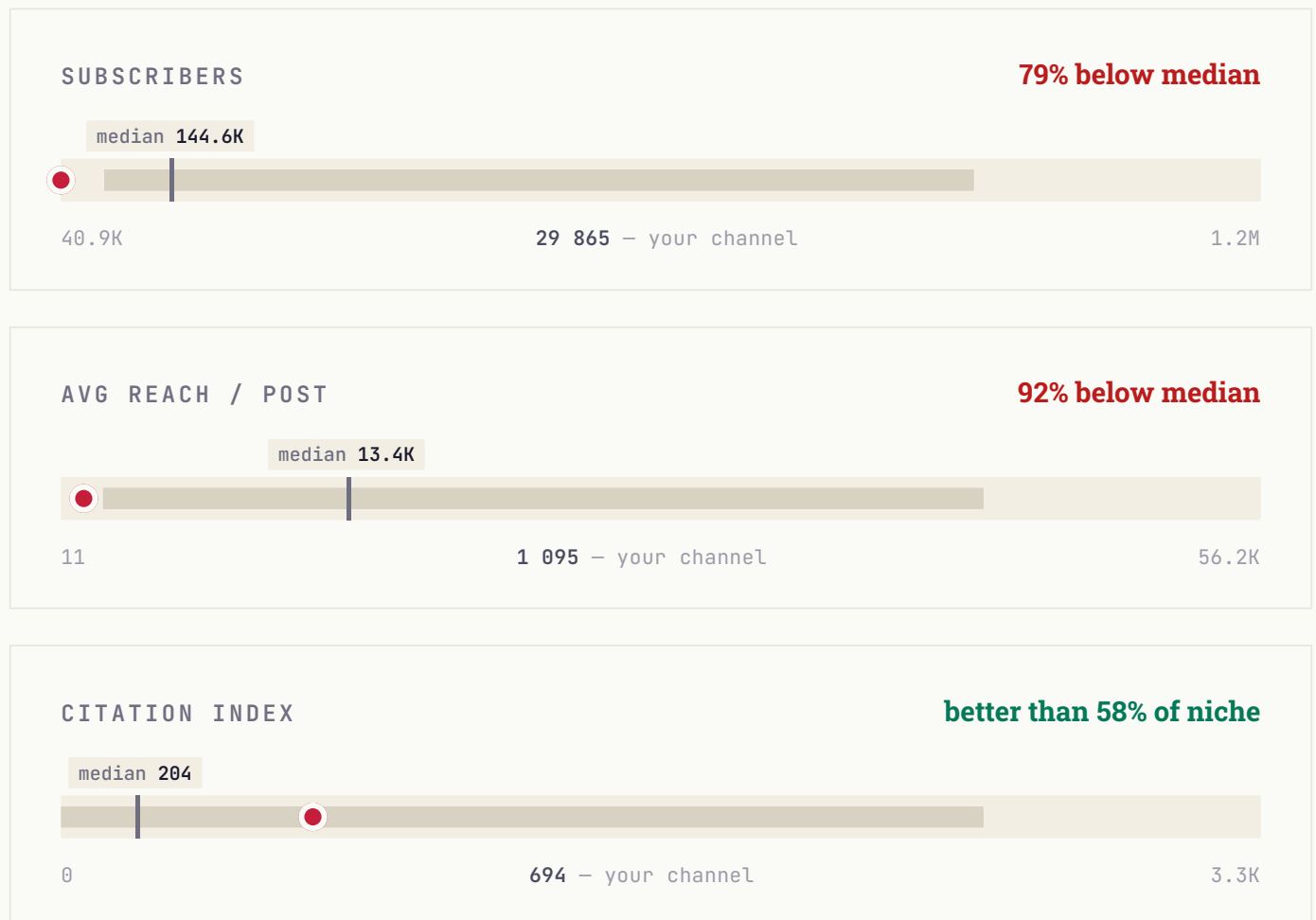
Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **12**, they brought **29** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	3	3	0	
December 2025	1	1	0	
Nov 2025	1	1	0	
Oct 2025	0	0	0	
Sep 2025	2	2	29	
August 2025	5	3	0	
TOTAL MENTIONS	MONTHS IN DATA		ACQUIRED SUBSCRIBERS	
12	6		29	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Monday
Audience most active on this day at 15:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buy
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
